

MERCHANDISING

Merchandising is a specialized marketing course providing instruction of marketing practices that support the sale of products to retail consumers. Emphasis is placed on oral and written communications, problem solving and critical thinking skills as they relate to product design, selling, pricing, distribution, retail promotion, visual merchandising, retail cycles, retail theories, and career opportunities in the retail industry. This course can focus on specific a specific retail sector, such as fashion, sporting good, electronics, etc.

- DOE Code: 5962
- Recommended Grade Level: 11, 12
- Required Prerequisite: Principles of Marketing
- Credits: 2 semester course, 1 credit per semester, 2 credits maximum
- Counts as a Directed Elective or Elective for all diplomas

Application of Content

Intensive laboratory applications are a component of this course and may be either school based or work based or a combination of the two. Work-based learning experiences should be in a closely related industry setting. Instructors shall have a standards-based training plan for students participating in work-based learning experiences.

Career and Technical Student Organizations (CTSOs)

Career and Technical Student Organizations are considered a powerful instructional tool when integrated into Career and Technical Education programs. They enhance the knowledge and skills students learn in a course by allowing a student to participate in a unique program of career and leadership development. Students should be encouraged to participate in Business Professional of America, DECA, or Future Business Leaders of America, the CTSOs for this area.

Content Standards

Domain – Overview of the Retail Industry

Core Standard 1 Students connect history to understand the importance of the retail industry.

Standards

- MER-1.1 Outline the influence of historical figures and events
- MER-1.2 Discuss the role of unionization in the retail industry
- MER-1.3 Summarize economic and political influences in the retail industry
- MER-1.4 Discuss important designers who have influenced the retail industry

Core Standard 2 Students apply concepts of economics to the retail industry.

Standards

- MER-2.1 Describe the basic forms of business organizations
- MER-2.2 Analyze the concepts of supply and demand
- MER-2.3 Examine the impact of government regulations on the retail industry

Core Standard 3 Students evaluate trends in the retail industry.

Standards

- MER-3.1 Explain the use and importance of retail cycles
- MER-3.2 Discuss influences on retail trends
- MER-3.3 Distinguish between retail leaders and retail followers
- MER-3.4 Differentiate between trends, fads, and classics
- MER-3.5 Discuss the basic silhouettes and their impact

Core Standard 4 Students apply concepts of economics to the retail industry.

Standards

- MER-4.1 Describe the marketing mix
- MER-4.2 Differentiate between marketing and merchandising
- MER-4.3 Explain the concepts of market segmentation
- MER-4.4 Distinguish the various channels of distribution in the apparel and accessories industry

Domain – Product Design

Core Standard 5 Students evaluate fundamentals of color, line and design.

Standards

- MER-5.1 Apply elements and principles of line and design
- MER-5.2 Analyze the impact of color on products and design
- MER-5.3 Use principles of color psychology and the use of the color wheel

Core Standard 6 Students connect the influence of design on the marketing of products.

Standards

- MER-6.1 Identify the world's retail centers and their specialties
- MER-6.2 Recognize influential design names and brands
- MER-6.3 Describe how designers capitalize on name recognition
- MER-6.4 Summarize the designing process for products

Domain – Visual Merchandising

Core Standard 7 Students design and maintain displays.

Standards

- MER-7.1 Explain the importance of visual merchandising
- MER-7.2 Select appropriate fixtures, props and backgrounds
- MER-7.3 Create store layout and merchandise flow
- MER-7.4 Explain the use of various display arrangements

Domain – Promotion

Core Standard 8 Students create a retail promotional event using an appropriate promotional mix.

Standards

- MER-8.1 Discuss how promotion influences and develops trends
- MER-8.2 Explain types of media use in retail promotion
- MER-8.3 Analyze the importance of special promotional events

Domain – Product/Service Management

Core Standard 9 Students create a collection/line of products for different lifestyles and seasons.

Standards

- MER-9.1 Explain the relationship between material characteristics and product use
- MER-9.2 Describe product construction and finishing procedures commonly used in the retail industry
- MER-9.3 Identify various product groups
- MER-9.4 Recommend appropriate accessories to complement apparel
- MER-9.5 Describe how related products are used to complement products

Domain – Selling

Core Standard 10 Students apply and adapt customer service skills in order to meet customer needs.

Standards

- MER-10.1 Analyze the importance of customer service as it relates to the retail industry
- MER-10.2 Specify the perception of quality service and how it can impact sales
- MER-10.3 Describe several store functions classified under customer service

Core Standard 11 Students recommend retail merchandise based on customer needs.

Standards

- MER-11.1 Acquire information for use in selling
- MER-11.2 Open a sales presentation using an appropriate approach
- MER-11.3 Identify customer needs and wants
- MER-11.4 Present features and benefits of the merchandise
- MER-11.5 Determine method(s) to use when handling different types of objections and excuses
- MER-11.6 Apply selling concepts to close the sale
- MER-11.7 Recommend techniques for suggestive selling of supplemental merchandise or add-ons
- MER-11.8 Maintain customer relations through the leave-taking and follow-up process such as method of payment; returns, exchanges, and adjustments; special orders and delivery arrangements; after sale communication

Domain – Professional Development

Core Standard 12 Students evaluate career opportunities in the retail industry.

Standards

- MER-12.1 Identify personal traits and educational requirements needed for a retail career
- MER-12.2 Describe how to gain preliminary work experience
- MER-12.3 Explain what compensation can be expected in retail careers
- MER-12.4 Summarize the probable future for employment in the retail industry